

# **Salon Chairs Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Mechanism (Electric, Hydraulic), By Distribution Channel (Direct Sales, Indirect Sales), By Region, By Competition, 2018-2028**

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## **Abstracts**

The Global Safari Tourism Market, valued at USD 30.24 billion in 2022, is poised for substantial growth in the forecast period, with an anticipated CAGR of 5.44% through 2028. This market's growth is underpinned by several key factors, including the rising disposable income, increased spending power of the middle and upper classes, the proliferation of micro-trips, and the expanding global tourism landscape. Setting the standard for safari travel are growing preferences among visitors for personalized experiences, reliable transportation, exclusivity, and the presence of competent and friendly staff.

Millennial tourists are notably seeking dynamic and engaging safari experiences, such as walking safaris, trekking, and immersive interactions with local people, wildlife, and the environment. Furthermore, millennials often opt for group travel or shared accommodations, fostering social interactions with like-minded travelers. They also exhibit a strong enthusiasm for capturing stunning wildlife photographs to share on social media platforms. This heightened interest from the younger generation is a significant driver of market expansion.

Social media platforms wield substantial influence over safari travel decisions and serve as sources of motivation and inspiration. The safari tourism industry is notably shaped by the growing popularity of safari travel among travel bloggers and social media influencers. These individuals often boast substantial followings on platforms like Instagram, YouTube, TikTok, and travel blogs, where they share their travel-related

content, set trends, and sway the travel choices of their followers.

Furthermore, there is a notable trend involving multigenerational families seeking to forge connections and create lasting memories in natural environments, drawing them toward safari tourism. Many safari companies cater to families by offering family-friendly accommodations, knowledgeable guides, and age-appropriate activities. Additionally, tourists are shifting away from crowded destinations, opting to explore obscure and remote safari locations. In search of unique and off-the-beaten-path experiences, they seek hidden treasures that provide rare opportunities to witness wildlife and savor unspoiled natural beauty.

## Key Market Drivers

### Demand for Authentic Experiences

One of the primary drivers behind the surge in safari tourism is the growing demand for authentic and immersive travel experiences. Modern travelers are seeking more than just sightseeing; they crave meaningful interactions with the natural world and local cultures. Safaris provide an unparalleled opportunity to witness wildlife in their natural habitats, fostering a profound connection with the environment. The chance to observe majestic animals such as lions, elephants, and giraffes up close creates indelible memories and a deep appreciation for the wonders of the natural world.

### Environmental Awareness and Conservation

The increasing awareness of environmental issues and the urgent need for wildlife conservation has spurred interest in safari tourism. Travelers are increasingly conscious of their ecological footprint and are drawn to tourism options that prioritize sustainability and conservation. Many safari operators and lodges are actively involved in conservation efforts, contributing to the protection of endangered species and the preservation of delicate ecosystems. This commitment to responsible tourism resonates with travelers, making safaris an attractive choice for those who wish to support environmental conservation.

### Diversification of Safari Offerings

The safari market has evolved significantly to cater to a wide range of preferences beyond traditional game drives. Today, safari enthusiasts can choose from an array of experiences, including walking safaris, hot air balloon rides, birdwatching, and cultural

interactions with local communities. This diversification ensures that safaris are not limited to a particular type of traveler but can be tailored to suit a variety of interests and adventure levels, thus expanding their appeal.

### Technology and Social Media

The rise of technology and the ubiquity of social media platforms have played a pivotal role in promoting safari tourism. Travelers now have the means to instantly share their safari experiences on platforms such as Instagram, Facebook, and YouTube. The captivating images and stories shared by safari-goers inspire and encourage others to embark on similar journeys. This viral exposure has significantly increased the visibility of safari destinations and experiences, creating a snowball effect in terms of demand.

### Improved Accessibility

Advancements in transportation infrastructure and technology have made once-remote safari destinations more accessible to travelers. Improved road networks, upgraded airports, and a proliferation of safari tour operators have made it easier for tourists to reach these pristine and wild areas. As logistical barriers are lowered, more travelers are enticed to explore the beauty and biodiversity of safari destinations.

### Sustainability and Responsible Tourism

Travelers are increasingly concerned about the impact of their journeys on the environment and local communities. Safari tourism operators have recognized this trend and have embraced sustainable practices. Low-impact lodges, ethical wildlife viewing guidelines, and community engagement initiatives are becoming more prevalent in the safari industry. These efforts not only align with the values of conscious travelers but also contribute to the long-term sustainability of safari destinations.

### Rising Middle-Class in Emerging Markets

The growth of the middle class in emerging markets, particularly in countries like China and India, has significantly contributed to the surge in safari tourism. As disposable incomes rise, more individuals from these markets are looking to explore international destinations and seek unique travel experiences. Safaris, with their captivating blend of adventure, wildlife, and culture, are well-positioned to cater to this burgeoning segment of travelers.

## Ecotourism and Sustainable Practices

Ecotourism, a subset of safari tourism that focuses on responsible travel to natural areas, has gained immense popularity. Travelers are increasingly drawn to destinations and experiences that prioritize conservation and community involvement. Safari operators that adhere to ecotourism principles offer experiences that not only leave a minimal environmental footprint but also contribute to the well-being of local communities and the protection of wildlife.

## Family-Friendly Safaris

Family-friendly safari options have become increasingly popular. Many safari lodges and operators cater to families, offering programs and activities designed to engage and educate children while ensuring the safety and enjoyment of the entire family. These initiatives have made safaris a more accessible and appealing option for families seeking adventurous yet educational vacations.

## The Appeal of Remote and Untouched Destinations

In an increasingly interconnected world, travelers are drawn to remote and untouched destinations that offer a sense of isolation and pristine natural beauty. Safari destinations often fit this description, with vast landscapes and minimal human impact, making them especially appealing to those seeking a true escape from the familiar.

## Influence of Travel Shows and Documentaries

Travel shows and wildlife documentaries have piqued the interest of potential safari-goers. Programs like "Planet Earth" and "National Geographic Explorer" showcase the beauty and drama of the natural world, inspiring viewers to witness these wonders in person. The media's portrayal of safari destinations and wildlife encounters has a significant impact on travelers' decisions.

## Key Market Challenges

### Conservation and Sustainability Challenges

Safeguarding the natural habitats and wildlife that draw travelers to safari destinations is one of the most significant challenges facing the industry. Conservation and sustainability challenges encompass a range of issues, including habitat loss and

fragmentation, poaching and illegal wildlife trade, human-wildlife conflict, climate change, responsible tourism practices. As human populations grow and land-use patterns change, natural habitats are often lost or fragmented. This can disrupt wildlife migration routes, reduce genetic diversity, and make it harder for species to thrive. As human settlements encroach on wildlife habitats, conflicts between people and animals can intensify. Livestock predation and crop damage can lead to retaliatory killings of predators, further endangering some species. Climate change is altering the distribution of species and their habitats, potentially putting some animals at risk of extinction. Changing weather patterns and increased temperatures can disrupt ecosystems and food sources.

### Infrastructure and Accessibility Challenges

While improved infrastructure can make safari destinations more accessible, it also poses challenges. Building roads, airports, and accommodations in remote areas can have significant environmental consequences, including habitat destruction, pollution, and increased human-wildlife conflicts. Despite improved infrastructure, some safari destinations remain challenging to reach, and travelers may face logistical hurdles and long travel times.

### Economic and Socio-Cultural Challenges

The revenue generated by safari tourism often does not trickle down to local communities, leading to economic inequality. Ensuring that local populations benefit from tourism requires careful planning and community involvement. Encounters between tourists and local communities can sometimes lead to cultural misunderstandings or exploitation. Maintaining cultural sensitivity and respecting the traditions and rights of indigenous peoples is essential. Safari tourism can be highly seasonal, with peaks and troughs in visitor numbers. Managing these fluctuations and ensuring a stable income for local communities can be challenging.

### Wildlife Protection and Safety

While safaris offer unique wildlife experiences, they can also pose risks to tourists. Interactions with dangerous animals, medical emergencies, and navigation challenges in remote areas must be carefully managed to ensure visitor safety. The ethical treatment of animals, particularly in captive wildlife facilities, is a growing concern. Ensuring that animals are not exploited or subjected to inhumane conditions requires robust regulations and enforcement.

## Regulatory and Policy Challenges

Safari tourism often involves complex legal frameworks and permits, which can vary from one destination to another. Navigating these regulations can be challenging for both operators and tourists. Protecting wildlife from exploitation and harm requires strong legislation and enforcement. However, legal loopholes and lax enforcement can undermine conservation efforts. Balancing the interests of conservation, agriculture, and tourism in land-use planning can be contentious. Conflicts over land use can disrupt both ecosystems and local communities.

## High Cost Associated With Safari Tours

The high cost of safari vacations, which restricts the intended client base, is a significant limitation on the worldwide safari tourism sector. Due to expenses including travel, lodging, and permits, safari vacations are frequently pricey. The market's expansion may also be hampered by infrastructure problems in some nations, such as inadequate transportation systems and a lack of housing options. Safety issues, such as wildlife attacks and political unrest in some areas, can potentially deter potential visitors, which would have a detrimental effect on the market's expansion.

## Key Market Trends

### Sustainable and Responsible Tourism

Sustainability is no longer a buzzword; it is a fundamental pillar of modern safari tourism. Eco-friendly lodges and accommodations are on the rise, embracing practices that minimize their environmental footprint. This includes the use of renewable energy sources, water conservation measures, waste reduction, and the incorporation of sustainable building Tourism Types. Travelers are increasingly choosing accommodations that align with their eco-conscious values, driving demand for environmentally responsible options. Ethical wildlife viewing is at the forefront of responsible safari tourism. Safari operators are implementing and enforcing strict guidelines to ensure that tourists approach and observe animals in a manner that minimizes disturbance. Trained guides are essential in educating visitors about wildlife behavior, emphasizing the importance of maintaining a safe and respectful distance. Avoiding overcrowding at wildlife sightings is also a key aspect of ethical wildlife viewing.



Many safari destinations are actively involved in conservation efforts. These initiatives range from anti-poaching patrols and wildlife monitoring programs to habitat restoration projects. Some lodges and safari operators allocate a portion of their profits to support conservation initiatives. This commitment to conservation not only preserves the natural beauty of safari destinations but also contributes to the protection of endangered species and ecosystems. Climate change mitigation and plastic reduction initiatives are gaining traction in the safari tourism sector. Some safari operators offer carbon offset programs for travelers' flights, allowing them to mitigate their carbon emissions. Additionally, efforts to reduce single-use plastics, such as water bottles and bags, are becoming more prevalent. These sustainable practices align with global efforts to combat climate change and reduce plastic waste.

### Technological Advancements

Virtual reality (VR) technology is revolutionizing the way travelers experience safaris. VR allows travelers to embark on virtual safari adventures from the comfort of their homes, offering a sneak peek into the destination or the opportunity to relive their safari after returning. This immersive technology inspires future travel plans and connects people with wildlife and nature in innovative ways. Mobile apps are transforming the safari experience by providing real-time updates on wildlife sightings, weather conditions, and safety alerts. Travelers can access valuable information at their fingertips, enhancing their overall safari experience. Additionally, online booking platforms streamline the reservation process, making it convenient for travelers to plan their safaris and access essential information.

Advanced GPS and satellite tracking technologies have transformed the way travelers engage with wildlife. Real-time tracking of animals' movements and migration patterns allows safari-goers to follow these updates during their journeys. It adds an element of excitement and educational value to their safari experiences, fostering a deeper connection with the natural world. Mobile apps equipped with image recognition technology are empowering travelers to identify and learn about wildlife species they encounter during safaris. These apps enhance the educational aspect of safaris by providing detailed information about the animals, enriching the safari experience and fostering a deeper understanding of the ecosystems visited.

In an effort to reduce the environmental impact of safaris, electric safari vehicles and boats are becoming more prevalent. These eco-friendly vehicles offer a quieter and more environmentally responsible way to explore wildlife-rich areas without disturbing the animals. The shift toward sustainable transportation aligns with the growing

emphasis on reducing carbon emissions in the travel industry.

## Segmental Insights

### Type Insights

The market can be divided into friends, families, couples, solos based on type. A significant portion of the worldwide safari tourism sector is composed of couples. Couples accounted largest market share of the safari tourism market's revenue in 2022, making up the greatest revenue share. A romantic safari can be equally enjoyable, comfortable, and full of interesting experiences while also being reasonably priced. For couples that like adventure, safaris are the perfect honeymoon destination due to the breathtaking splendor of the rainforests and national parks. While on safari, couples can strengthen and forge new bonds by participating in thrilling activities together.

On the other hand, the market's fastest expanding category is the friends segment. Friends is anticipated to grow at a strong Compound Annual Growth Rate (CAGR) over the course of the projected year. The appeal of going on safari with companions has grown recently, especially among younger generations. A safari vacation with friends might be substantially more inexpensive for this market by significantly lowering the entire cost of the trip. As a result, it is anticipated that the friends category would grow significantly during the forecast period.

### Regional Insights

Due to the high disposable wealth of its citizens, which allows them to travel frequently and partake in novel activities, North America dominates the industry. The U.S. is a significant market in this area, as safaris and other adventure travel are becoming more popular. Canada also helps the market expand because of its huge natural reserves and rising interest in ecotourism. The APAC region, on the other hand, is anticipated to experience the fastest growth rate over the projection period. Growth is significantly fueled by the expanding middle class in nations like China and India, where people are more likely to travel and seek out new experiences. Furthermore, several countries in the region, including Thailand and Malaysia, offer unique wildlife and nature experiences, attracting a growing number of tourists.

### Key Market Players

### Wilderness Safaris



Thomas Cook Group

Singita

Scott Dunn

Rothschild Safaris

Travcoa & Beyond

Abercrombie & Kent Ltd.

Gamewatchers Safaris

Backroads

TUI Group

Report Scope:

In this report, the global safari tourism market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Safari Tourism Market, By Tourism Type:

Adventure Safari

Private Safari

Others

Global Safari Tourism Market, By Type:

Friends

Families

Couples

Solos

Global Safari Tourism Market, By Booking Mode:

Direct Booking

Agents and Affiliates Account

Marketplace Booking

Global Safari Tourism Market, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global Safari Tourism Market.

## Available Customizations:

Global Safari Tourism Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## Company Information

Detailed analysis and profiling of additional market players (up to five).



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## **14. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

- 14.1. Key Focus Areas
- 14.2. Target Mechanism



### 14.3. Target Distribution Channel

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